


## National Suicide Prevention Lifeline

<http://www.suicidepreventionlifeline.org/about/social.aspx>

### Social Media Guidelines

From time to time news organizations may encounter a person expressing thoughts of suicide on their social media profiles such as Facebook, Twitter, Tumblr, YouTube, MySpace, etc. When possible, the best approach is to post a visible message for the user encouraging them to call the Lifeline. If the message was posted on Facebook, you may also flag the content as suicidal. To learn how to flag a comment on Facebook, [click here to view the PDF](#) .

### Message to post as a comment to be viewed by the public:

“If you feel that life is not worth living, please call the National Suicide Prevention Lifeline at [1-800-273-TALK](tel:1-800-273-TALK) (8255). The call is free and confidential, and crisis workers are there 24/7 to assist you. To learn more about the Lifeline, visit <http://www.suicidepreventionlifeline.org>.”

### Message to a person who has expressed suicidal intent online:

“We are concerned for your safety and would like to offer help. The trained counselors at the National Suicide Prevention Lifeline are available 24/7 by calling [1-800-273-TALK](tel:1-800-273-TALK) (8255). The call is free and confidential. We hope that you can remain safe and continue to reach out. Please do not do anything to hurt yourself. To learn more about the Lifeline, visit <http://www.suicidepreventionlifeline.org>.”

### Message to a person who is concerned about a friend who has expressed suicidal intent:

“Thank you for reaching out and caring about your suicidal friend. Feel free to call the National Suicide Prevention Lifeline at [1-800-273-TALK](tel:1-800-273-TALK) (8255) yourself so that you can find out what resources are available in your area. Most importantly, please encourage your friend to call us at [1-800-273-TALK](tel:1-800-273-TALK) (8255).”

### Shortened message to a person who has expressed suicidal intent online:

“Please take the first step in getting help by calling the National Suicide Prevention Lifeline at [1-800-273-TALK](tel:1-800-273-TALK) (8255). We're here for you 24/7/365.”